

Early Autumn on Mt. Timpanogos, *Frank Jensen*

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It's hard to believe that summer has come to an end, although saying goodbye to the hottest summer on record may make it a little easier! Here's to a beautiful Indian Summer that beckons travelers, both in and out of state, to enjoy the changing of the leaves!

In May we were hosted by the great folks in Emery and Carbon Counties for our annual Utah Tourism Industry Conference. Our hearts have gone out to them this

Delta Air Lines, building on the continued success of the largest international expansion in its history, will offer customers the convenience of non-stop service between Salt Lake City International Airport and Charles De Gaulle Airport in Paris beginning in 2008. The flights, operated in cooperation with SkyTeam partner Air France, will be the first trans-Atlantic service ever offered by any airline from Salt Lake City and will be the only non-stop service operated by a U.S. carrier between the western United States and Paris.

"We are pleased to respond to customers' growing demand for international travel with Delta's first trans-Atlantic flight that will connect the western United States to Europe and beyond, through the international gateway in Paris,"

The 2007 Utah Travel Guide has been named the best travel guide in the country by the National Council of State Tourism Directors (NCSTD). The prestigious Mercury Award was presented to the Utah Office of Tourism August 17 in Phoenix, Arizona during the annual Educational Seminar for Tourism Organizations (ESTO), produced by the Travel Industry Association (TIA).

The judges said Utah received the Mercury Award for Print Visitor Guide because the state best showcased its "geography, attractions, recreation and lodging in a single user-friendly publication."

Managing Director's Message

Leigh von der Esch

summer and we admire their resilience in the face of the mining tragedies. Kathy Hanna-Smith has been diligent in keeping us informed about the happenings in the area and no doubt there will be more fundraisers for the miners. Thanks to all in our tourism industry for the many fundraising auction donations.

The fall brings trade shows and media tours. If you want to find out more about our

upcoming trade shows, contact Patti Denny at 538-1369. Tracie Cayford and Clayton Scrivner have been keeping the press informed about events and activities around the state. If you want a media alert to go out to the press statewide, contact them.

We hope you enjoy the news and information contained in this newsletter. If you wish to highlight something in an upcoming newsletter, let us know. Have a great September!

Delta: Paris - SLC Direct Flight In '08

said Delta President and CFO Ed Bastian. "We are proud to partner with the Salt Lake City Department of Airports and county and state government entities to link these two cities quickly and more directly than ever before."

At the news conference held August 23 at Salt Lake City's Grand America Hotel, Governor Jon M. Huntsman, Jr. said the international flight would provide big dividends to the state in tourism and economic-development dollars. "Simply having a flight to Europe lends the city credibility with foreign travelers and business executives. I am thrilled with what is happening today," he said.

Delta will begin offering the daily international flight beginning June 2, 2008 on Boeing 767-300ER aircraft, which seat

up to 214 passengers. The Salt Lake City Department of Airports will provide \$1 million and the State of Utah has allocated \$900,000 for marketing the new route.

News of the new flight appeared in many international media outlets including Forbes.com, USA Today, AOL Money, The Washington Post, and MSNBC.



Delta President and CFO Ed Bastian announces the new direct SLC-Paris flight

Utah Travel Guide Named Top In The Nation

"We completely reformatted and expanded the guide last year to make it more visitor friendly and to coincide with the launch of our new 'Life Elevated' brand," said Leigh von der Esch, managing director of the Utah Office of Tourism. "In fact, the guide has been so popular due the success of our advertising that we're reprinting 40,000 copies to send to out-of-state visitors while production is underway on the 2008 edition that will be published this fall."

The 144-page "Life Elevated" 2007 edition included year-round, statewide information on destinations, activities,

events, lodging, guides and outfitters, as well as a pullout map of Utah. The guide was produced by UOT staff and designer, Larry Clarkson of Clarkson Creative in Salt Lake City. The Utah Office of Tourism printed more than 200,000 travel guides that were used as the primary response piece for visitor inquiries. Copies were also sent to tourism offices and welcome centers around the state. In addition, the travel guide was distributed overseas at trade shows and sales missions in key international markets, including Canada, Germany, Japan, and the United Kingdom.

Energy Loop National Scenic Byway Debuts Columbian Mammoth Site



Photos: Patsy Stoddard



Photos from top: Federal, state and local dignitaries at the ribbon cutting; Interpretive panels tell the Mammoth's story; Columbian Mammoth cast at the CEU Prehistoric Museum

Castle Country recently added a new visitor attraction to the region's mix with the dedication of a kiosk and information center along the Energy Loop: Huntington/ Eccles Canyons National Scenic Byway. The new interpretive site, located at the front of the Huntington Reservoir Dam at the top of Huntington Canyon, tells stories of the history and careful excavation and preservation of a rare Columbian Mammoth skeleton discovered August 8, 1988 by a backhoe operator doing work on the Huntington Reservoir dam.

Members of the byway's committee, state and federal scenic byway program representatives, and the paleontologists and community volunteers who have worked for nearly 20 years on "the mammoth project" joined Jana Abrams, road leader for the Energy Loop National Scenic Byway at the ceremonial ribbon cutting on the site.

Speaker Martha Hayden of the Utah Geologic Survey was the first paleontologist at the excavation site, arriving on the day of the discovery. She continued to work on the

project, with other paleontologists, through its completion. According to Hayden, the mammoth died near the end of the last ice age, approximately 11,000 years ago. It was excellently preserved because the skeleton was deposited in the cool mud of a bog created by a glacier slide. She described the accidental finding of the mammoth skeleton as one of the greatest ice age fossil discoveries to date because the mammoth was 95 percent intact on site.

The new kiosk is located on the exact site of the mammoth's discovery. It includes interpretive panels with photos and information on the excavation process, the importance of this paleontological discovery, what was learned about the mammoth and a mural painted by local artist Joe Venus depicting how the area may have looked when the mammoth was alive.

A \$55,040 Federal Highways Administration, National Scenic Byways Program grant, awarded in the FY 2004 cycle, funded the mammoth interpretive

project. Castle Country provided a \$13,760 cash match. Other assistance came from the Manti-La Sal National Forest, the Utah Geologic Survey, Nielson Construction and community volunteers. The National Scenic Byways grant also paid for the installation of low wattage radio antennas, which will broadcast information to travelers about the scenic byway and recreation opportunities in the area.

During brief remarks at the kiosk ribbon cutting ceremony, Gael Hill, Utah's Scenic Byway Program Coordinator said, "Scenic Byways connect our country and Utah's byways are much more impressive and diverse than those in many states."

Carlos Machado, with the Federal Highway Administration's Utah Division, said, "The scenic byways are the heart and soul of America." Machado added that since the scenic byway grants program began in 1992, Utah has received \$7.3 million in federal funds for 84 projects across the state.

Utah Kids: Summer Vacation Essays For Prizes

Adventure gear and clothing retailer REI and Outdoor Utah, publisher of the Outdoor Utah Recreation Guide, are teaming up with an essay contest for school kids titled "What I Did on my Summer Vacation" sponsored by Red Cliffs Adventure Lodge and Sheri Griffith Expeditions.

Boys and girls ages eight to twelve can pick up entry forms at REI stores in Salt Lake or Sandy. The form has a cartoon Utah Recreation Map showing many of the state's famed locations for outdoor activities, including national parks and monuments, rivers, state parks, national forests and wilderness areas. Entrants write a short essay

on a Utah location (or Utah locations) they visited during the summer and the activities they experienced on their trips - camping, hiking, cycling, river running and more - particularly including why they enjoyed their Utah adventures. Monday, October 8, 2007 is the deadline by which completed essays must be received at an REI location.

Each entrant will receive a free 18 x 24 poster of the Utah Recreation Map when they turn in their essay. Then all of the essays will be judged in consideration for other prizes. REI and Outdoor Utah staff will judge all entries and award prizes for winners and runners-up in five age categories.

One Grand Prize Winner will receive a family trip for four to Moab and vicinity, one of Utah's premier adventure destinations. This Grand Prize includes lodging at the beautiful Red Cliffs Adventure Lodge, where the winner and family will enjoy a guided horseback ride in red rock country, as well as an exciting raft trip through the white water rapids of Westwater Canyon with Sheri Griffith Expeditions.

All five winning essays will be reprinted in a feature story in the 2008 Outdoor Utah Recreation Guide, available at Utah REI stores and distributed throughout the country by the Utah Office of Tourism.

Lorraine Daly Named UOT Marketing Assistant



Lorraine Daly recently has joined the management team of the Utah Office of Tourism as a marketing assistant.

No stranger to state government, Daly worked as an administrative assistant in the Utah International Business Development Office for a year-and-a-half prior to taking a job as an office manager and assistant to

the president at Pensions Plus in Salt Lake City where she was employed for more than two years. She has worked in sales, marketing, and customer service for Novell in Provo and was an operations manager for Sprocket Media, Inc., in southern California. At Sprocket, Daly was a meeting planner for all trade show and sales

meetings, supported a sales production team, and worked in magazine production for Oracle Publishing. She has a bachelor's degree in merchandising and marketing from Brigham Young University and is also a licensed massage therapist. She enjoys cooking and needlework in her spare time. Welcome Lorraine!

Gael Hill Joins UOT As Scenic Byway Coordinator



The Utah Office of Tourism has contracted with Gael Duffy Hill to function as the state scenic byway coordinator and chairman of the Utah State Scenic Byway Committee, which includes representation from UDOT and the Utah division office of the federal highway administration, as well as state and federal land management agencies, the state's tourism industry and the private sector.

For nearly ten years, Hill has lived just outside the city of Escalante. However, she

retains strong ties to the Wasatch Front, as she spent 17 years working for the Salt Lake City Public Library System.

From 1998 to 2001, Hill worked at the Escalante Interagency Visitor Center on Scenic Byway 12. Her formal involvement with the scenic byway program began in May 2001 when she joined a four-member team charged with researching, developing and writing Scenic Byway 12's corridor management plan, part of the byway's bid for designation by the National Scenic Byways

Program as an All-American Road. The team completed the plan in November 2001 and in June 2002 Scenic Byway 12 was awarded All-American Road status.

Hill has been a Scenic Byway 12 committee member since 2001. She also serves on the Utah State Parks and Recreation Board. She enjoys travel, cross-country skiing and reading. "I've always loved connecting people with books and as scenic byway coordinator I'm enjoying connecting people with byways," she says.



Leigh von der Esch, managing director of the Utah Office of Tourism, has been elected to the Board of Directors as a Director-at-Large of the National Council of State Tourism Directors (NCSTD). The leadership appointment was made at the annual Educational Seminar for Tourism Organizations (ESTO) held recently in Phoenix, Arizona. The event was organized by the Travel Industry Association (TIA).

Leigh von der Esch was named managing director of the Utah Office of Tourism, part of the Governor's Office of Economic Development, in May of 2005. Prior to that appointment, von der Esch was the director of the Utah Film Commission from 1985 to 2005. As managing director of the Utah Office of Tourism, von der Esch is a member of the National Council of State Tourism Directors, the Western States Tourism Policy

Council, and the Tourism Industry Association Board. Established in 1969, the National Council of State Tourism Directors operates within the organizational framework of the Travel Industry Association of America (TIA). The mission of the NCSTD is to leverage the collective strength of state tourism offices to influence public policy and to provide leadership and a forum for information sharing and education on issues impacting tourism.



\$2.2 Million In Coop Marketing Projects Approved

During their August 10 meeting held in Davis County, members of the Utah Board of Tourism Development approved nearly \$2.25 million in funding from Utah's Cooperative Marketing program for FY 08. The board approved 43 of 48 applications submitted to the Utah Office of Tourism by non-profit tourism entities in 21 of Utah's 29 counties. There were no applications received from the other eight counties. "This program has given us a chance to work with our stakeholders and tourism partners to leverage our advertising program and promote Utah's 'Life Elevated'

brand in targeted domestic and international markets," said Leigh von der Esch, managing director of the Utah Office of Tourism. "This is our fifth round of funding since the program was established by lawmakers in

For a listing of approved projects:
travel.utah.gov/cooperative_mktg/co-opmktg.htm

2005. We appreciate legislative support to ensure Utah will be a year-round destination for multiple attractions, including recreation, the arts, festivals, culture, history, technology, business and quality of life."

"The funding is well distributed throughout the state," said Hans Fuegi, chairman of the board's Cooperative Marketing Committee. "Events and marketing efforts by our tourism partners will drive business and increase tourism expenditures." Those eligible for the co-op program include cities, counties, non-profit destination marketing organizations, and similar public entities with established non-profit status for a minimum of one year. The Utah Office of Tourism will match up to 50% of the cost of a marketing project. All projects must utilize the Utah "Life Elevated" brand.



Annual Bryce Canyon Half-Marathon & 5K Supports Scenic Byway 12

Cool temperatures and light cloud cover provided exceptional weather for over 816 runners in the fourth annual Bryce Canyon Half Marathon and 5K runs held on July 21. Net proceeds from this event benefit the Scenic Byway 12 Foundation and support projects on Scenic Byway 12 - an All-American Road - the highest designation bestowed by the FHWA National Scenic Byway Program. The half-marathon began near Ruby's Inn at 6 a.m. and ended at the Cannonville Town Park with the first runner, Hobie Call of La Verkin, Utah, crossing the

line in one hour, four minutes. The first place woman in the half-marathon was Brianne Nelson of Mancos, Colorado, who finished the 13.1 mile course in one hour, 17 minutes. The winners of the 5K were Ken Carlson of St. George and Shaylynn Baugh of American Fork. The Bryce Canyon Half Marathon Committee and the Scenic Byway 12 Foundation thank the hundreds of grassroots volunteers and area businesses, which donate goods, prize money, and their time to make this annual event possible.



Photo: Janet Reffert



Utah Film Commission Receives Incentive Program Increase

The Governor's Office of Economic Development Board recently approved an increased rebate to filmmakers through Utah's Motion Picture Incentive Fund (MPIF). Previously, 10% was the maximum rebate available through the MPIF. The approved increase raises the prospective rebate to 15%. Over the past three years, the average return on

investment for the state's Motion Picture Incentive Fund has been 11 to 1, meaning that for every \$1 distributed to filmmakers as part of a rebate through the incentive fund, filmmakers have returned \$11 to Utah's economy. Filmmakers have access to a total of \$4 million for qualifying productions during this fiscal year. The cap on the MPIF funding is \$500,000

and the budget for qualifying films must be at least \$1 million. "This MPIF rebate increase will certainly help the State of Utah remain competitive and it reflects the first change in the amount offered since Utah's rebate program was initiated in 2005," according to Marshall Moore, director of the Utah Film Commission.



UTIC Produces Report On Utah's Tourism Industry

The Utah Tourism Industry Coalition (UTIC) has produced a "State of the Utah Tourism Industry" report. The information in the two-page document outlines quantifiable and measurable successes in the tourism industry, from increases in tax relief per Utah household an in industry employment, as well as

increases in Transient Room Tax (TRT), Restaurant Tax (TRCC), Municipalities TRT and more. "I recommend using this report to supplement efforts to demonstrate to Utah's elected officials - from mayors to legislators - that performance-based funding is working, and to demonstrate the necessity

of continuing the state's investment in advertising and market Utah through the performance-based initiative established by the legislature," said UTIC president Bill Malone. The report is available on UTIC's website, www.utahtourism.org.

OUT AND ABOUT	9/5	Addison Show, Canadian Travel Trade Show - Edmonton, Alberta
	9/6	Addison Show, Canadian Travel Trade Show - Calgary, Alberta
	9/14-16	Meier's Weltreisen, LTU, Alamo introduce German Travel Agents to Bryce & Zion
	9/14	Japanese Association of Travel Agents (JATA) - Tokyo, Japan
	9/15-22	UK Sales Mission
	9/15-21	Chinese Tour Operators Visit "Top of Utah" while traveling to Yellowstone
	9/20-21	Utah Hotel & Lodging Association Convention & Trade Show - Salt Lake City
	9/24	Addison Show, Canadian Travel Trade Show - Montreal, Quebec
	9/25	Addison Show, Canadian Travel Trade Show - Ottawa, Ontario
	9/25-27	Travel Industry Association (TIA) Leadership Summit - Washington, DC
	9/26	Addison Show, Canadian Travel Trade Show - Toronto, Ontario
	9/26-28	Top Resa Show - Deauville, France
	9/27	Addison Show, Canadian Travel Trade Show - London, Ontario
	Oct. TBA	"Where America's Mountain West meets Desert Southwest" Benelux Press FAM
	Oct TBA	UK Press Follow Butch Cassidy's Utah Trail

Oct. TBA	ABAV Brazil & Sales Calls
10/1-7	British Tour Operators experience Utah's National Parks
10/4-6	Adventure Travel World Summit - Whistler, British Columbia
10/16-23	German Press Representatives Tour Utah's Back Roads on Harley's
10/22-25	Travel Industry Association (TIA) Marketing Outlook Forum - Charlotte, NC
Nov. TBA	Travel Industry Association (TIA) Board of Director's Meeting
11/1-4	China Int'l Travel Mart, Kunming, China
11/2-6	National Tour Association Convention - Kansas City, MO
11/5-9	Japanese Sales Mission
11/4-11	Belgian Tour Operator, Gazelle, introduces agents to southern Utah
11/12-15	World Travel Market - London, England
12/3-9	American Airlines German Product Manager Fam
2/11-17	Faszination Ski Explores Utah Resorts with German Press
Apr. TBA	Belgium Ski Club Experiences Utah's Spring Skiing



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What's News

On August 15, **Ski Utah** handed out free snow cones at the southeast corner of the Salt Palace in Salt Lake from 11 a.m. to 6 p.m. Ski Utah provided the cool treats to mark the beginning of their official 90-day countdown to the opening of Utah's ski season...that would make November 13 the first day to hit the slopes.

In the September issue of **Bicycling** magazine, "The Ride" feature was a 5-page, full color spread on touring the White Rim Trail in Canyonlands National Park's Island in the Sky district. The magazine's October "Cue Sheet: Your Guide To The Best Cycling This Month" includes the Moab Century Tour to be held October 5 to 7 saying, "You don't have to be a slickrock junkie to appreciate Moab's canyons and towering rock formations – this three-day, 100 mile ride lets you take it all in from the road."

What are the best places to live, play and seek adventure? **National Geographic Adventure** magazine's September issue includes a list of the Nation's Top 50 Adventure Towns - one in every state - with St. George making the list of Best Wilderness Towns, meaning locations that offer access to forests, canyons, swamps, grasslands, prairies and other wild places.

A partnership between the Salt Lake Convention & Visitors Bureau and the Salt Lake Chamber has resulted in the placement of a 28-page section titled, "Portrait: Salt

Lake" in the October issue of **Sky** magazine, Delta Air Lines' award winning in-flight publication. The feature will highlight the Greater Salt Lake area. It is expected to be read by 3.4 million passengers traveling to 461 destinations in 96 countries. The Utah Office of Tourism has purchased a full-page advertisement to run in the Ski section of the same issue of **Sky** magazine.

AAA's September/October **Via** magazine includes Salt Lake City's 10-acre Library Square, home of the Annual Utah Arts Festival, among the "Great City Parks" in the Western U.S.



Salt Lake City's Library Square, Timothy Hursley

New State Highway Map

The Utah Department of Transportation, in cooperation with the Utah Office of Tourism, has released a new Official State Highway Map. The new map incorporates the state's "Life Elevated" brand into its stylish graphic design. This is the first update to the high map since 2005.

"We are happy to provide this resource to the visitors and residents of our great state and hope they get out and see the many incredible sights to which Utah is home," said UDOT executive director John Njord. "This year's map has several new improvements to it, including elevations for passes and cities, and a more comprehensive list of rest stops."

The new map designed by Larry Clarkson of Clarkson Creative, corresponds with other state promotional materials such as the Utah Travel Guide. It also features a guide to Utah's recreation sites, travel resources and a message from Governor Jon M. Huntsman, Jr.

"We are pleased to partner with UDOT on this project to provide motorists with not only maps on Utah's highways and scenic byways, but also tourism-related information on the state's major attractions such as our national parks, ski resorts, and other recreational sites," said Utah Office of Tourism managing director Leigh von der Esch.

